

# Contract Part C



Department of Executive Services  
Finance and Business Operations Division  
**Procurement and Contract Services Section**  
206-684-1681 TTY Relay: 711

Contract Title:

Health Matters Publications Services

[cindy.austin@metrokc.gov](mailto:cindy.austin@metrokc.gov)

**Contract Number:** 06-105 CXA

**Federal Tax ID:**

**Amount:**

**Duration:**

**Work Provided:**

**Contractor:**

**Requesting Dept.:**

**Fund Source:**

**To:**

## SECTION 1 - SCOPE OF WORK

### 1.1 RFP Purpose

The purpose of this RFP and resulting contract is to provide the King County Health Reform Initiative professional services to produce and deliver a unique newsletter containing relevant, evidence-based health and wellness information for employees as part of the county's new employee education and outreach activities regarding health and health care and benefits. The newsletter will be mailed to employees' homes as part of the cost the successful contractor. The contractor will also provide an electronic version of each edition of the newsletter for posting on the county's intranet.

### 1.2 Background

- A. Health care costs continue to plague the nation and King County. King County Executive Ron Sims acted on advice of his 2003 Budget Advisory Task Force and chose to create measures that mitigate the dramatic (up to 13 percent annual) cost increases of the benefits employees and their families now receive. King County Executive Sims, who felt such increases should not be borne by shifting costs to employees, instead chose to pursue reducing increasing costs by getting people healthy. The framework for accomplishing this goal is the King County Health Reform Initiative.
- B. Executive Sims' direction on health care cost mitigation calls for an educated and engaged work force, empowered through evidence-based health care information. The Health Reform Initiative is responding to this by exploring all existing information streams of cost-effective, high-quality health care newsletters that will best suit our workforce and its families and retirees, and support the behavioral change called for by the King County Health Reform Initiative.
- C. In 2004 King County began publishing "Health Matters," an 8-page, two-color newsletter on 8.5" x 11" stapled stock which is mailed each month to employee households.

### 1.3 Requirements of Newsletter

- A. The contractor selected through this RFP process shall provide - at a minimum - the services and materials to produce and deliver "Health Matters" monthly as our primary means for communicating the Health Reform Initiative and other health-related messages to King County employees and their families. King County has gathered a list of criteria required in the health care newsletter for our employees and their families.
- B. The contractor selected shall:
  - 1. Assign a project manager and staff that respond promptly to inquiries and direction provided by the county's project manager.
  - 2. Develop, edit, print and deliver a monthly evidence-based health related newsletter to each eligible employee household (current count: approximately 14,500).
  - 3. Develop, edit, print and deliver additional editions of the newsletters to eligible employee households on an "on-call" basis.
  - 4. Design the newsletter to appear as a county publication, giving it a personal touch and relevance to readers.
  - 5. Customize the newsletter at the direction of King County, in a manner that allows the county to include in each issue as much or as little content as desired (from 0% - 100%).

6. Provide between 0% and 100% of the content for each issue, using evidence-based health related information.
  7. Accept, edit and include up to 100% of content from county sources at the direction of the project manager.
  8. Provide to the county project manager a clear procedural pathway for accepting, editing and producing the product (newsletter) including turnaround times and deadlines for all necessary information in order to produce materials in a timely fashion, including “on call” requests.
  9. Provide all published newsletter content for posting and archiving on the county's intranet (in word, pdf format, etc.).
  10. Employ the services of an advisory panel of medical and other professionals to review contractor provided content for its authenticity and accuracy in advancing good health and especially evidence-based medicine.
  11. Mail the first issue of the newsletter to employee households by January 31, 2007.
- C. The County shall:
1. Assign a project manager and staff to contribute, review and edit materials proposed for each edition of the newsletter and to respond promptly to contractor requests.
  2. Provide and maintain mailing lists in an electronic database format.
  3. Provide editorial direction for each newsletter, in accordance with an agreed upon procedural pathway.
  4. Provide between 0% and 100% of the content for each newsletter issue.
- D. The contractor and county shall work jointly to:
1. Review and revise as necessary all materials in accordance with agreed upon procedures, schedules and deadlines.
  2. Produce, edit and distribute a health publication that meets the needs of the King County Health Reform Initiative and its beneficiaries.

#### 1.4 Other Considerations

The newsletter that is the best fit for King County employees clearly best supports the Executive's Health Reform Initiative and evidence-based medicine. Its production should employ the following characteristics:

- A. **Quality** - The newsletter shall be high quality. For example, the newsletter shall be well-written, the layout visually appealing, with few or no typos, grammatical errors, smudges, or other glaring imperfections.
- B. **Readability** – The newsletter shall be easy to read. For example: the font should be of a legible type and size. The writing shall employ words and phrases that are easy to understand but active, avoiding obscure or bureaucratic terms (i.e. “negatively impacted, utilization” etc.).  
  
There shall be only limited use of technical medical terms. If technical medical terms are used, they should be defined.
- C. **Visual appeal** - The newsletter graphics and layout shall be visually appealing.
- D. **Amount of content** - There shall be enough content in the newsletter for employees to find it useful, but not so much content that employees find it overwhelming.

- E. **Content orientation** - The newsletter shall have content with a broad orientation. The newsletter shall provide a wide variety of content, from health promotion to healthy recipes, to safety tips, to relevant health research news, and stress management for example.

**The effective date for these programs will be January 1, 2007. The first newsletter produced under this contract shall be mailed to households by January 31, 2007**

The Contractor shall be responsible for performing the work described in the Scope of Work. Each written deliverable shall require an acceptable preliminary draft to precede Acceptance of deliverable and work completion.

## **2 SECTION**

## **OBJECTIVES AND SPECIFICATIONS**

### **2.1 Objectives**

King County seeks to secure a new contract for Health Matters Publication Services .The County understands the critical role of, and relationship with, its contractor in the successful pursuit of its goals.

To that end the County is seeking competitive contractor who shall:

- A. Reduce King County administrative work by producing a quality newsletter in an efficient, timely manner; and by providing authoritative content that would be prohibitively expensive to research and produce;
- B. Provide competitive costs and administrative services;
- C. Demonstrate their willingness and capabilities to provide and embrace innovative processes and solutions; and
- D. Provide customer service and support to county participants;

### **2.2 Proposal Specifications**

King County is requiring Proposer's commitment to the proposal specifications outlined in the questionnaire in order to have a proposal evaluated.

### 3 SECTION

### PROPOSAL QUESTIONS

#### 3.1 General

This section contains the Proposal questions to be addressed by Proposers. Proposals shall address the questions in the order presented, identifying the proposal questions by including the number and corresponding question with your answer. Proposals need to be specific, detailed and straightforward using clear, concise, and easily understood language.

- A. The Proposer shall submit one (1) original, so marked, and five (5) copies of the proposal, each in a separate 3-ring binder. Tabs within each 3-ring binder must match headings in this proposal.
- B. Questionnaire.doc You will be instructed to provide sample communication materials in the questionnaire. They should be provided in clear plastic sleeves in each 3-ring binder under Tab 5.

## 4 SECTION

## PROPOSAL SPECIFICATIONS AND QUESTIONS

### 4.1 General Information

Provide the complete name, address and federal tax identification number of the organization with whom the proposed contract would be written. Indicate how many years the organization has been providing the proposed services.

Provide the name of the primary contact for your organization that shall be readily available to answer questions on the Proposal, as well as their title, address, email address, phone number and fax.

Explain the organization's ownership structure, listing all separate legal entities and their relationship within the structure. Describe all major shareholders/owners (10% or greater ownership), and list their percentage of total ownership.

Identify any third party contractor(s) that you proposed to contract with in order to fulfill our requirements.

Are there any restrictions or pending reviews by state or federal authorities for non-compliance with state or federal regulations? Yes\_\_\_\_ No\_\_\_\_ If yes, please provide the details for the past 3 years including outcome.

Describe involvement in any lawsuit in the last 5 years. Specifically identify any lawsuits that are currently in litigation, and/or class action lawsuits.

Using the table below, provide at least three references of current accounts with over 10,000 employees that are similar to King County in industry and demographics.

References	1	2	3
Client name			
Service provided by your company for this client			
Length of relationship			
Contact name			
Phone number and email address			
Issue circulation			
Number of employees			

List three key points that differentiate your organization from your competitors and make your firm uniquely suited to fulfilling King County's needs. Please provide specific examples in your description.

### 4.2 Account Management

A. (Weighted Max Scoring 60 points)

King County is requiring Proposer's commitment to the proposal specifications in order to have a proposal evaluated. Please confirm your ability to meet each of the Proposal Specifications listed below by placing a yes or no in the column and indicate any deviations.

<b>Account Management Proposal Specifications</b>	<b>Yes/No</b>
Provide a designated and responsive account management team. The assigned account management team shall have accountability and authority to respond and resolve inquiries, requests, and issues raised by King County to assure compliance and overall service quality.	

Identify which team member would be responsible for day-to-day account issues and communication with King County staff. Please confirm that this person will respond to all account inquiries from King County staff within one business day. If this individual is unavailable to respond, describe the process for escalating or delegating this responsibility to another account team member as well as the means by which King County staff will be notified of the covering team member.

Provide the location, size and main operating hours of the center that shall service the King County account.

Please list the names, titles and contact information of service representatives handling this account.

#### **4.3 Implementation**

##### **A. (Weighted Max Scoring 50 points)**

King County is requiring Proposer's commitment to the proposal specifications in order to have a proposal evaluated. Please confirm your ability to meet each of the Proposal Specifications listed below by placing a yes or no in the column and indicate any deviations.

<b>Implementation Proposal Specifications</b>	<b>Yes/No</b>
Mail first edition to employees homes by January 31, 2007, if contract is awarded by 12/29/06	
Provide an administrative guide outlining all processes and requirements for interface with the County. The administrative guide should include but not be limited to, the following information: account management structure and contact information, process for handling questions and escalation process, file exchanges, billing and payment processes and timeframes, definition of forms and on-line location, etc.	

For the county's program that will be effective January 2007, please provide a detailed implementation plan regarding critical tasks, timeframes and resources based on the contract being awarded on December 1, 2006.

Please include:

1. The role King County will play during implementation
2. The roles and responsibilities of your implementation team
3. The process for the exchange of content, label files and other required content.



#### 4.4 **Suitability**

A. (Weighted Max Scoring 60 points)

1. Please describe newsletters previously produced and their record of effectiveness and customer satisfaction.
2. Please provide quotes, case studies, or other customer references that support any claim to the quality of your customer service.
3. Please describe the level of readership you have been able to attain with your published products.
4. Please describe your ability to handle “last minute” requests for changes in content and format. For instance, if there is breaking news on an urgent health care matter and we wish to substitute one 500 word article for an existing 300 word article, can you respond to our request within one business day of a publication deadline and make the requested change?

#### 4.5 **Publication Services**

A. (Weighted Max Scoring 200 points)

King County is requiring Proposer's commitment to the proposal specifications in order to have a proposal evaluated. Please confirm your ability to meet each of the Proposal Specifications listed below by placing a yes or no in the column and indicate any deviations.

<b>Publication Services Proposal Specifications</b>	<b>Yes/No</b>
Provide customized member communications, approved by King County, that include, but are not limited to newsletters, brochures and bulletins.	
Newsletter shall be adapted to appear as a county publication, giving it a more personal touch and more relevance to readers.	
Allow the county to customize each publication with a column, a special front page, and inserts including the opportunity to edit or replace content.	
Offer the county the flexibility to publishing month-to-month, quarterly, annually, and/or on an “on-call” basis etc.	
Allow King County to post the entire publication on our intranet Web site, so employees can access new and archived issues long after publication (at no additional charge).	
Provide drafts and proofs of newsletters in order for King County to determine what content is appropriate and to edit/augment the publication according to the clients communications needs.	
Provide King County with the ability to receive reprints of partial articles or entire issues of the newsletter through your printing services.	
Engage an advisory panel made up of physicians and other experts familiar with evidence-based medicine to verify health-related content you provide for accuracy and suitability.	
Allow an unlimited number of corrections by King County staff within the agreed upon timeline for production of materials.	

1. Describe the quality of your proposed final products (i.e. format, stock, graphics, color choices, design, etc.).

2. Please describe your procedural pathway for accepting, editing and producing the product (newsletter) including turnaround times and deadlines in order to produce materials in a timely fashion, including “on call” requests.
3. Do you have the graphic and editing resources and ability to blend county produced material with others to produce a “seamless” appearance to your published product?
4. Will King County have access to content other than the proposed newsletter (i.e. brochures, booklets, flyers, web sites, etc)?
5. Please provide five examples demonstrating your product in both printed and electronic formats.
6. Please describe the makeup and function of your professional advisory panel. Include names and titles.
7. Please describe what other services you can provide to King County.

#### **4.6 Confidentiality, Privacy, and Security**

A. (Weighted Max Scoring 50 points)

1. Please describe how your organization shall ensure that the confidentiality and privacy of beneficiary information is being protected when utilizing your services.
2. How are the newsletters mailed? Describe your distribution process.

#### **4.7 Electronic Label Processing**

A. (Weighted Max Scoring 30 points)

King County is requiring the Proposer’s commitment to the proposal specifications in order to have a proposal evaluated. Please confirm your ability to meet each of the Proposal Specifications listed below by placing a yes or no in the column and indicate any deviations.

<b>Electronic Label Processing Proposal Specifications</b>	<b>Yes/No</b>
Accept monthly file of benefits-eligible employee address information for mailing labels (includes biweekly and semi-monthly employees).	
Accept electronic data transfers from King County and administer membership information in compliance with King County privacy policies ( <a href="#">Attachment A</a> )	
Agree to notify King County immediately upon identification of data transfer problems. Make every effort necessary to correct such problems within 48 hours regardless of the time or date in order to minimize any disruption to members.	
Accept an email notification that file has been sent and send an email confirming that data was received and uploaded successfully.	

#### **4.8 Financial Information**

A. (Weighted Max Scoring 250 points)

Business Entity And Financial Information

1. Provide the name, address, and telephone number of legal entity with which Contract is to be written.
2. Provide the name, address and telephone numbers of principal officers (President, Vice-President, Treasurer, Chairperson of the Board of Directors, and other executive officers.)

3. Describe the legal status of the Proposer.
4. Provide the proposer's business license numbers for states other than Washington.
5. List the names, titles, and telephone numbers of persons authorized to conduct contract negotiations with the County.
6. Evidence of adequate financial stability is a prerequisite to award of a Contract regardless of any other consideration. The Proposer shall submit financial resources information according to PART A, Section 2-3 Responsiveness and Responsibility.
7. Provide names, addresses, telephone numbers, and hours available for interpreters.
8. Provide names, addresses, telephone numbers for after-hours contacts for interpreters

King County is requiring Proposer's commitment to the proposal specifications in order to have a proposal evaluated. Please confirm your ability to meet each of the Proposal Specifications listed below by placing a yes or no in the column and indicate any deviations.

Financial Proposal Specifications	Yes/No
Provide detailed reports with each invoice to King County that supports the fees billed on the invoice.	

#### 4.9 **Pricing**

Based on a volume of 14,500 per issue, submit your price for each publication, broken down to reflect the cost for each service provided in your proposal (i.e. set-up, layout, printing, etc.).

Product	Cost Per Issue	Comments
Health Matters newsletter	\$_____	
Customization Charge (if any)	\$_____	
USPS Postage	\$_____	
Set Up/Delivery	\$_____	
Miscellaneous Charges (if any)	\$_____	Provide a complete discription of any miscellaneous charges.
Total Cost	\$_____	

- A. Please note any price breaks for volume (i.e. a commitment of more than 12 issues per year, etc.).
- B. Disclose any potential conflicts of interest in managing the King County Health Matters Publication Services.
- C. Please provide a copy of your most recent audited financial statement.

## King County Privacy Notice

### Attachment A

#### 1-1 Purpose:

King County, as a government entity, conducts public business. As such, the records related to the business of King County are generally available for public review. Nevertheless, King County is committed, to the extent allowable by law, to protect and secure Personal Information contained in Organization records. This privacy commitment must be balanced with the rights of public access under Chapter 42.17 RCW (Washington Public Disclosure Act) and consistent with KCC 2.14.030 and any other applicable federal, state, and local statute or regulation.

#### 2.0 Applicability:

All King County Organizations as defined in Section 4.5.

This policy does not apply to personnel files, job applications, court records, law enforcement investigation, regulatory investigation, assessor records, and recorded documents maintained by Records, Elections, and Licensing Services division (REALS).

#### 3.0 References:

- 3.1 Attachment A: King County Privacy Notice
- 3.2 15 USC § 6501-06 (Children's Online Privacy Protection Act of 1998)
- 3.3 KCC 2.14.030
- 3.4 RCW 42.17.310
- 3.5 RCW 42.17.260
- 3.6 RCW 84.36.389
- 3.7 RCW 65.04.140

#### 4.0 Definitions:

- 4.1 **Consent:** Permission or authorization given by an individual for an Organization to handle Personal Information in specified ways.
- 4.2 **Correction:** A deletion or addition to Personal Information proposed by an individual who is the subject of the change.
- 4.3 **Disclose; Disclosure:** Making Personal Information available.
- 4.4 **Individual:** A person or entity.
- 4.5 **Organization:** Every county office, every officer, every institution, whether educational, correctional or other, and every department, division, board and commission.
- 4.6 **Personal Information:** Any information concerning an individual which is contained in an Organization record and, because of name, identifying number, image, mark, or description, can be readily associated with a particular individual.
- 4.7 **Privacy:** The right of individuals to determine for themselves when, how, and to what extent Personal Information is Disclosed.
- 4.8 **Privacy Notice:** A written notice that expresses the privacy commitment of the County (supplemented in some cases by particular Organizations) and describes the practices for collecting, using, sharing, securing, and correcting Personal Information.
- 4.9 **Privacy Practice:** How Organizations manage privacy that may be either formalized through privacy policies, standards and procedures, or informal, reactive, and ad hoc in nature.

- 4.10 **Record:** any writing in paper or electronic form but not including: writings that are recorded by REALS; writings related to investigations by law enforcement, licensing and regulatory Organizations; and writings filed in superior and district court cases.
- 4.11 **Secondary Use:** Using Personal Information collected for one purpose for a second, unrelated purpose.
- 4.12 **Security:** Protecting Personal Information from unauthorized disclosure, loss, alteration or disruption of service.
- 4.13 **Service Provider:** A private contractor or public organization providing services on behalf of or in conjunction with an Organization.
- 4.14 **Third Party:** Any individual, other than an employee of the Organization or Service Provider in possession of the Personal Information, who receives Personal Information.

## 5.0 Policies:

- 5.1 **Collection and Use** – Organizations or Service Providers that collect Personal Information shall obtain this Personal Information through legal means.
  - 5.1.1 **Purpose** – When Personal Information can only be collected with the consent of the Individual, Organizations or Service Providers shall at the time of collection identify the purpose for collecting Personal Information and shall take reasonable steps to limit subsequent use of this personal information to the stated purpose.
  - 5.1.2 **Notification** – Organizations or Service Providers that collect Personal Information shall at the time of collection provide notice that the law may require disclosure of the information as a public record. Upon request, Organizations or Service Providers shall provide a written statement generally identifying the known circumstances under which Personal Information in public records may be disclosed.
  - 5.1.3 **Limits** - Organizations or Service Providers shall limit the collection of Personal Information to that which is relevant and necessary for the stated purpose in order to conduct Organization business.
  - 5.1.4 **Accuracy** – Organizations or Service Providers shall take reasonable steps to collect Personal Information that is reliable for its intended use, accurate, complete and current.
  - 5.1.5 **Use** - Personal Information shall be used by Organization or Service Provider employees on a need-to-know basis.
  - 5.1.6 **Children** - Organizations or Service Providers that collect Personal Information from children without parental consent using the Internet shall comply with the Federal Children's Online Privacy Protection Act.
  - 5.1.7 **Method** - Organizations or Service Providers using the Internet to receive Personal Information from an individual shall offer an alternate method for receiving this information.
- 5.2 **Disclosure** - Organizations or Service Providers shall not disclose, sell or make available Personal Information to a Third Party for a Secondary Use without receiving written consent from the Individual who is the subject of the Personal Information unless (1) it is required by law, (2) it is needed to complete the individual's transaction with the Organization or Service Providers, or (3) there is an extreme emergency that presents a threat of serious injury or loss of life.
  - 5.2.1 **Notice** - Organizations or Service Providers shall provide notice to the individual when a Third Party has been given access to an individual's Personal Information beyond public disclosure required by law.

- 5.2.2 **Third Party** - Organizations that disclose Personal Information to a Service Provider shall include contract language requiring that Personal Information must be managed in a manner consistent with this Policy and any applicable Organization-specific policy.
- 5.3 **Retention and Disposal**
  - 5.3.1 **Retention** - Organizations or Service Providers shall retain Personal Information only as long as it is necessary to conduct county business and only to the extent required by law.
  - 5.3.2 **Disposal** - Organizations or Service Providers shall dispose of Personal Information in a secure manner that does not disclose Personal Information.
- 5.4 **Security** - Organizations or Service Providers shall take organizational, technological, and physical measures to securely safeguard Personal Information. Organizations shall comply with countywide and Organization-specific information security policies and standards.
- 5.5 **Inspection and Correction** - Organizations or Service Providers shall allow an individual to review Personal Information and, upon request, Organizations shall make timely corrections, after first authenticating the individual requesting the change, independently verifying the information to be changed, and finally notifying the individual of the change.
  - 5.5.1 **Notification** - Organizations or Service Providers shall notify an individual when it will not change Personal Information, stating the reason why the information was not corrected as the individual had requested.
- 5.6 **Contact** – King County's Privacy Notice shall identify a point of contact for privacy inquiries and complaints. An organization may also identify an additional point of contact for privacy inquiries and complaints.
  - 5.6.1 **Privacy Officer** - The county privacy officer shall track all privacy inquiries and complaints until resolution.
  - 5.6.2 **Organization Contact** - Each Organization or Service Provider that collects, uses, or shares personal information shall designate a privacy coordinator as the focal point for the Organization's or Service Providers' privacy inquiries and complaints who will investigate or coordinate with the county privacy officer to investigate and resolve complaints.
  - 5.6.3 **Initial Point of Contact** – Each organization must either designate their own point of contact for an inquiry or complaint or identify the county initial point of contact. Agencies designating an initial point of contact must provide the county initial point of contact with the information necessary to track all privacy inquiries and complaints until resolution.
- 5.7 **Privacy Notice** - Organizations will post the King County Privacy Notice that is attached hereto as Exhibit A, wherever Personal Information is collected.
  - 5.7.1 **Internet** - All web pages that receive Personal Information will display King County's Privacy Notice from a link on the web page.
  - 5.7.2 **Customer Service Office** - All customer service offices of Organizations or Service Providers that receive Personal Information shall conspicuously display King County's Privacy Notice and provide a printed copy upon request.
  - 5.7.3 **Service Providers** – Organizations shall include in a contract or agreement with a Service Provider who receives Personal Information on behalf of the Organization that the Service Provider shall conspicuously display King County's Privacy Notice and provide a printed copy upon request.

- 5.7.4 **Organization Privacy Notice** - Organizations or Service Providers with an additional privacy notice based on more stringent rules shall also post and provide copies of the Organization-specific notice.
- 5.8 **Employee Expectations** – Organization or Service Provider employees shall not disclose Personal Information without written consent from the individual who is the subject of the Personal Information except as required by law, needed to complete the individual's transaction with the Organization or Service Providers or in the event of an extreme emergency that presents a threat of serious injury or loss of life.
  - 5.8.1 **Notification** - Employees aware of Personal Information that is inadequately secured or has been inappropriately disclosed are encouraged to promptly notify the county privacy officer.
  - 5.8.2 **Training** - Upon hire and annually thereafter, Organization or Service Provider employees with access to or responsibility for Personal Information shall complete privacy training.
- 5.9 **Organization policies** - Organizations may develop more stringent information privacy policies and standards as needed to address Organization-specific cases.
- 5.10 **Organization procedures** - Organizations or Service Providers shall develop, document, and implement procedures that support this policy and other countywide information privacy policies, standards and guidelines.
- 5.11 **Compliance**
  - 5.11.1 **Annual compliance review** - At least annually, Organizations or Service Providers shall review their information privacy processes, procedures and practices and any Organization or Service Provider specific policies and standards, for compliance with this policy.
  - 5.11.2 **Verification of compliance** - Annually the executive, judiciary, council and all other elected officials shall verify in writing to the chief information officer that its Organization is in compliance with this policy and identify any areas where compliance has not been achieved
  - 5.11.3 **Annual review** - Annually the CIO shall review the status of Organization adoption and compliance with countywide information privacy policies and standards and works with Organizations on any required compliance follow-up.

## 6.0 Responsibilities:

- 6.1 **Strategic policy oversight** – Information Technology Governance, through the Business Management Council (BMC) has strategic policy oversight for information privacy over King County Organizations. Specifically, the BMC is responsible for reviewing draft countywide information privacy policies, standards and guidelines, and assessing Organization impact and resources for Organization implementation.
- 6.2 **County privacy officer** - directs, oversees and strategically guides the county's privacy program and is the focal point for privacy at King County. The county privacy officer is responsible for:
  - 6.2.1 Drafting countywide information privacy policies, standards and guidelines, and directing privacy policy decisions.
  - 6.2.2 Overseeing the countywide privacy training program.

## King County Information Privacy Policy

Effective Date: August 23, 2005

- 6.2.3 Researching existing and emerging privacy laws, regulations and issues, and communicating this to Organizations.
- 6.2.4 Overseeing privacy audits and corrective actions to remediate deficiencies.
- 6.2.5 Identifying, tracking and resolving King County privacy issues, including oversight of Organization or Service Provider response to customer complaints.
- 6.3 **Organization privacy coordinator** - coordinates resolution of privacy issues within the Organization and is the Organization's focal point for privacy issues. The Organization privacy coordinator is responsible for:
  - 6.3.1 Identifying and resolving Organization privacy issues including customer complaints.
  - 6.3.2 Reporting privacy issues and resolutions to the county privacy officer.
- 6.4 **Organization management** - oversees Organization privacy policies, practices and procedures to ensure confidentiality of sensitive and personal information. Organization management is responsible for:
  - 6.4.1 Committing resources and implementing countywide privacy policies and standards.
  - 6.4.2 Developing and implementing Organization-specific privacy policies and procedures.
  - 6.4.3 Directing Organization and Service Providers audit of privacy practices, procedures, policies and standards.
  - 6.4.4 Ensuring compliance with privacy policies and standards.
  - 6.4.5 Correcting deficiencies in practices and in policies to achieve Organization or Service Provider compliance.
- 6.5 **Organization staff** - protect sensitive and personal information that they come in contact with in accordance with this policy and with Organization-specific privacy policies, standards and procedures, and report any violations to the county privacy officer.

## 7.0 Policy Guidelines:

None.